

ANNIE DONOHUE

UX/UI DESIGNER | PRODUCT DESIGN | VISUAL DESIGN

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I am a creative and innovative designer with over 10 years experience in design strategy, marketing, and human centered design for a variety of clients in the healthcare, aerospace, hospitality and retail industries.

I bring first-rate performance and am committed to excellence. I admire teamwork with a positive and constructive attitude. Loyalty, integrity and a big spoon of hard work is the secret sauce!



04.2021
09.2021

Publicis Sapient | Contract

Sr UX/UI Designer | Marriott Group

Worked with MARRIOTT stakeholders, marketing team and developers, to address business needs to optimize customer experience across the 30 supported brands.

Conducted qualitative research and analysis.

Applied advance understanding for composition, color, typography, iconography, texture, photographic curation, and usability to help users successfully navigate dynamic multimedia experiences.

UX Design Systems - wireframes, user stories and interactive prototypes for web and mobile platforms.

Created standardized global style guides and brand variations.

Defined the visual direction of a project to shape and position ideas for customer impact.

Effectively communicated with and delegated to vendors and clients around project specifications.

Discerned and consolidated visual design feedback from multiple stakeholders.

Applied best practices for human-centric design to common visual and usability challenges.

12.2016
08.2020

PwC

Sr UX/UI & Creative Designer | Digital & Marketing

Provided design strategy aligned with business needs and requirements while maintaining global brand standards.

Designed marketing materials, PowerPoint presentations for leadership and our clients, event signage, as well as various marketing/communication materials with strategic directions for both print and web.

Conducted user experience research and user interface design.

Collaborated with stakeholders and the digital design team and made sure the deliverables were in-line with end-users and client's needs.

Created user interfaces, consumer-facing interactive product experiences for desktop/mobile (with Sketch) with a strong understanding of HTML5, CSS, Javascript and Bootstrap.

Highly skilled to interpret complex concepts and translate them into easy-to-understand graphs, charts, and visual graphics to management / groups.

Accountable to build and maintain tailored templates and graphics to ensure a consistent "look and feel" for the department / Organizations.

Leveraged technology and tools to enable visual communications and generate excitement and interest.



12.2016
06.2017

PwC Digital Creative Designer | Contractor

Responsible for creating digital content for the AEM platform, maintaining and updating our website. Produced visual deliverables, templates and case studies.

12.2010
12.2016

Berson Dean Stevens, Inc UX/UI Designer

Visual communications creating and developing websites, marketing collateral, UX/UI designs, and content management systems for a variety of clients across several industries, including non-profits, healthcare, professional services, financial services, and entertainment.

11.2013
12.2014

Lumexis Corporation UX/UI Designer

As part of the Software Presentation Team, I was responsible for designing our new In-Fight Entertainment System's user interface and lead the software presentation team to effectively collaborate with the various engineering groups.

Produced the final graphics and deliverables to be implemented in the Boeing 737 fleets for several air carriers.

05.2011
07.2012

AIDS Healthcare Foundation Senior Graphic Designer

Redesigned several websites for AHF and its subdivisions on a worldwide scale and converted them to be easily maintained via WordPress and other CMS.

Prioritized assignments for the creative and marketing teams and handled the interactions/communications with foreign countries to ensure the AHF brand was respected.

05.2010
04.2011

Experian Graphic Designer

Delivered marketing assets and graphics while adhering to the established Experian brand guidelines in collaboration with the creative services department.

Executed final concepts to enhance the user experience through usability, content discovery readability, and conversion optimization for Experian's extensive global websites.

EDUCATION



Bachelors Degree
Université Laval, Québec CAN

Associates Degree
Davenport College, Grand Rapids MI

SKILLS



Adobe Creative Suite - Sketch - Figma - InVision - HTML5/CSS - AEM - Brand - Typography - IOS - Web and Mobile design - UX/UI - Human Centered Design - Prototypes - Wireframe - MS suite - Presentation design - Infography - Marketing - Social Media - Product design and development - Agile environment - Jira

*** Due to several clients' confidentiality agreements, samples and references are available during the interview process.